

In the Claims:

1. Cancelled
2. (Currently Amended) Method of addressing at least one broadcast service among plural services, or for addressing at least one service component, in a data communication system having at least one data transmission network that is for transmitting information in at least one MPEG data transmission stream, at least one of the plural services including said at least one service component, the method comprising the steps of:

transmitting the at least one broadcast service from at least one of several service providers to the at least one data transmission network,

assigning broadcast identification data to each of the at least one broadcast service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service within the broadcast transmission stream, and

assigning broadcast identification data to the at least one broadcast service component for identifying the at least one service component as well as identifying a broadcast service for transmitting the at least one service component,

wherein the broadcast identification data assigned to the at least one service component is for serving as a basis to retrieve the broadcast data transmission stream, which is for transmitting the at least one broadcast service and the at least one broadcast service component, and to retrieve a location in the broadcast data transmission stream,

wherein the at least one broadcast service or the at least one broadcast service component are assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, and

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, at least one of the broadcast service, the broadcast identification data of the at least one broadcast service or the at least one broadcast service component is retrievable by a receiver device which obtains the relation from the data transmission stream without accessing a separate data system.

3. (Currently Amended) Method according to claim 19 25, characterized in that the data transmission streams are data transmission streams complying to the DVB definitions.
4. (Original) Method according to claim 3, in which the identification data are transmitted in SDT table records, characterized in that the name information is added to the descriptor in the SDT table record, wherein a relation is formed between the name information and the identification data.
5. (Original) Method according to claim 3, in which identification data are transmitted in EIT table records, characterized in that the name information is added to the descriptor in the EIT table record, wherein a relation is formed between the name information and the identification data.
6. (Currently Amended) Method according to claim 19 25, characterized in that the name information comprises a service name and a service provider name.
7. (Currently Amended) Method according to claim 19 25, characterized in that the service components are files transmitted in the DSM-CC data carousel.
8. (Currently Amended) Method according to claim 19 25, characterized in that the service components are transmitted in a DSM-CC object carousel.

9. (Currently Amended) Method according to claim 19 25, characterized in that the name information are used as part of a URL address.

10. (Currently Amended) Data communication system comprising at least one data transmission network for transmitting information on services in at least one data transmission stream, the system comprising:

equipment for transmitting at least one broadcast service of one or several service providers to the at least one data transmission network, the at least one broadcast service being assigned broadcast identification data which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one service which is within the broadcast transmission stream,

means for assigning to the at least one service a non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual name information and the broadcast identification data,

wherein, based upon the non-numerically descriptive worldwide globally individual name information and the relation, the broadcast service identification and the broadcast service are retrievable,

wherein the at least one broadcast service contains a packet of service components,

wherein the name information refers to a different identification data for obtaining the packet of service components if a change of address of the identification data occurs.

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12. (Currently Amended) Broadcasting device for transmitting at least one service in a data communication system wherein the data communication system includes at least one data transmission network for transmission of information in at least one broadcast data

transmission stream, and wherein the at least one broadcast service is assigned broadcast identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service which is within the broadcast transmission stream, comprising:

means for transmitting non-numerically descriptive worldwide globally individual identifying name information for identifying the at least one broadcast service, and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, to the data transmission network; and

means for transmitting the at least one broadcast service,

wherein one of the at least one service contains a packet of service components, and

wherein the name information refers to a different identification data for obtaining the packet of service components if a change of address of the identification data occurs.

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14. (Currently Amended) Receiver for receiving at least one broadcast service in a data communication system, the data communication system including at least one data transmission network for transmission of information in at least one broadcast data transmission stream, in which data communication system the service is assigned broadcast identification data that identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the broadcast service which is within the broadcast transmission stream, the receiver comprising:

means for receiving non-numerically descriptive worldwide globally individual identifying name information that identifies the broadcast service as well as a relation between the name information and the broadcast identification data, and

means for determining the broadcast service identification data based upon the relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data,

wherein one of the at least one broadcast service contains a packet of service components, and

wherein the name information refers to a different identification data for obtaining the packet of service components if a change of address of the identification data occurs.

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16. (Previously Presented) Method according to claim 2 25, characterized in that the data transmission streams are data transmission streams complying to the DVB definitions.

17. (Previously Presented) Method according to claim 16, in which the identification data are transmitted in SDT table records, characterized in that the name information is added to the descriptor in the SDT table record, wherein a relation is formed between the name information and the identification data.

18. (Previously Presented) Method according to claim 16, in which the identification data are transmitted in EIT table records, characterized in that the name information is added to the descriptor in the EIT table record, wherein a relation is formed between the name information and the identification data.

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20. (Previously Presented) The method of claim 19 25,

wherein the non-numerically descriptive worldwide globally individual identifying name information is conducted by a hierarchy of mutually coordinating organizations for keeping a distributed register for ensuring global individuality of the name information worldwide.

21. (Previously Presented) The method of claim 19 25,

wherein the service is transmitted via at least one data transmission network for transmitting information in at least one MPEG data transmission stream.

22. (Previously Presented) The method of claim 20,

wherein the service is transmitted via at least one data transmission network for transmitting information in at least one MPEG data transmission stream.

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25. (New) Method of addressing at least one service, in a data communication system that includes at least one data transmission network for transmitting information in at least one MPEG data transmission stream, the method comprising the steps of:

transmitting a service from at least one service provider to the at least one data transmission network, and

assigning service identification data to the service, which identifies at least an originating transmission network of the data communication system, a transmission stream within the at least one data transmission network, and the service within the transmission stream,

wherein, based upon the service identification data, the data transmission stream and a location therein is retrievable for use,

wherein the service is assigned textual globally individual identifying name information and a relation between the textual globally individual identifying name information and the service identification data,

wherein, based upon the textual globally individual identifying name information and the relation, the service identification is retrievable,

wherein the service contains a packet of service components,

wherein a change of address of the service identification data occurs, and
wherein the name information refers to a different service for obtaining the packet of
service components.

26. (New) The method of claim 2, wherein the receiver device comprises a set top box.